

THE CAMDEN CHRONICLE.

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CAMDEN, TENN., FRIDAY, NOVEMBER 10, 1922

\$1.00 PER YEAR

NOTES OF THE W. C. T. U.

The county work of the Woman's Christian Temperance Union has eleven departments with the following superintendent for each division, appointed by the county president, Mrs. Fannie Pierce:

Sunday school—Mrs. Olivia M. Robins.

Scientific Temperance Instruction—Mrs. Fannie Pierce.

Temperance and Missions—Mrs. Nina McKenzie.

Christian Citizenship—Mrs. G. B. Holladay.

Sabbath Observance—Mrs. O. G. Perkins.

Medical Temperance—Mrs. Lillie Fry.

Publicity—Mrs. Sudie Boyd.

Flower Mission—Mrs. Bettie Thomas.

Anti-Narcotics—Mrs. Dell Cantrell.

Medal Contests—Mrs. Alvin S. McGill.

The Camden local union met in the rest room at the court house Monday October 22. The session was presided over by Mrs. G. B. Holladay, president. Mrs. A. L. Hassell assisted in the devotional exercises by reading 23rd Psalm. The roll call showed a splendid attendance.

The report of Mrs. J. M. Lockhart, treasurer, showed a much better average than the union has had in several years and the largest enrollment in the history of the union, covering a period of nine years.

Mrs. Holladay appointed the following superintendents and committees to work in the departments for the ensuing year:

Mothers' Meetings—Mrs. Bettie Thomas, Mrs. Lee Bowles and Mrs. W. P. Saunders.

Evangelistic Superintendents of Almshouse—Mrs. A. L. Hassell and Mrs. Nannie Lashlee.

Prison Reform—Mrs. N. J. Cuff, Mrs. Zana Bradley and Mrs. L. M. Presson.

Literature—Mrs. Luney Hollingsworth.

Sabbath Observance—Mrs. J. M. Lockhart and Mrs. L. M. Smith.

Sunday School—Mrs. James C. Bridges and Mrs. M. C. Bowles.

Temperance and Missions—Mrs. S. L. Peeler.

The union will meet at the rest room Monday November 13 at 2:30 p. m. A full attendance makes the meetings more interesting.

CARROLL COUNTY JAIL MADE FEDERAL PRISON

The Department of Justice at Washington has designated the Carroll County jail at Huntingdon as a Federal prison. This means that prisoners who are convicted of violation of the Federal prohibition laws will serve their sentence in the Carroll County jail when convicted in the counties of Benton, Carroll, Henry and Weakley.

BETHLEHEM.

Following is the honor roll of Pembroke school for the month ending October 27: Eight grade, Ruth Gullett; seventh, Marjorie Maiden; fifth, Mattie Lee Jones; first, Brooksie Walker. Leonard L. Hatley and Miss Mable Gullett are the instructors.

Mrs. Maude Black of Hollow Rock visited her sister, Mrs. W. E. Wyatt, the first of the week.

JACKSON JAIL FULL OF LAW VIOLATORS

According to Jackson advices of November 4 the Madison County jail is well filled by reason of the October term of Federal Court at Jackson, over which Judge J. W. Ross presided. There are sixty-five prisoners altogether, most of whom are serving sentences for violation of the National prohibition laws.

The following is a list of the prisoners from Benton County and their fines and sentences:

D. E. Bomar, V. H. Lewis and C. C. Trout, \$750 and cost.

D. C. Craig, four months and \$500.

Ira Nunnery, four months and \$500.

Ed Smith, \$250 and cost.

CHILD KILLED BY AUTO NEAR PARIS

Lorena Hicks, aged 8, the stepdaughter of Mack Burke, residing near Paris, was killed Friday when she was run over by an automobile driven by Quitman McDaniel and accompanied by Sheriff J. L. Holden of Henry County and Federal Officer Connie Boyd.

COTTON MARKETING ASSOCIATION PERFECTED

Jackson, Tenn., October 28.—(Special) On Wednesday October 25 at Jackson, at a meeting of cotton planters called by the State Farm Bureau, it was decided to organize a cooperative cotton marketing association.

About a hundred delegates from the cotton counties of the State were present and after hearing the plan of organization presented by C. O. Moser and F. F. Shanks of the American Cotton Growers Exchange, a resolution was drafted and unanimously passed that an organization committee be appointed. Preliminary plans were gotten under way at once for setting up the organization to sell the 1923 crop. It is expected that membership agreements to the association will begin about January.

This association is similar to the cotton marketing associations in Texas, Oklahoma and South Carolina which have been in successful operation for a year or more, selling cotton to the advantage of the members.

LADIES, ATTENTION!

I am representing the Spirella Corset Co. Made to your measure corsets, accessories, girls short corsets and girdles, children's strong underwaists with supporters and buttons that won't pull off.

All kinds of materials, splendid models for the working women to the very best styled models for dressed wear, meeting every condition with solid comfort.

Try one. Write me at McKenzie, Tenn., if interested. I will see you first.

Yours for service,
Mrs. ANNA AYDELOTT.

HEIFER STRAYED.

A black 2 year old Jersey heifer, heavy crop in left ear, strayed from Sawyers' Mill last spring. I will pay for her recovery.

NOAH WILLIAMS,
Route 6, Camden, Tenn

L. M. Presson, who is sojourning at Red Boiling Springs, spent the week-end at home, returning to the springs Monday.

Local Mention.

J. E. McKelvey, of Eva was in Camden Friday.

Miss Opal Smith visited relatives at Hollow Rock.

J. C. Warrick of Flatwoods was in Camden Saturday.

Born, last week, to Mr. and Mrs. Vernon Pierce, a son.

Mrs. M. B. Fry and children were at Lexington Sunday.

Fay Branch returned from Lexington the first of the week.

Mrs. L. M. Presson has returned from a visit at Buena Vista.

Wheeler Capps spent Sunday with friends near McIlwain.

Hon. R. L. Stockard of Nashville was in Camden Tuesday.

C. H. Sullivan of Lexington was in Camden the first of the week.

Mrs. E. G. Flowers visited relatives at Paris the first of the week.

Miss Bess Dardin was a recent visitor at Hollow Rock Junction.

Voris Fry of Hollow Rock Junction spent Sunday with homefolks.

Mrs. Vera Jones of Dyersburg is the guest of the family of Dr. W. P. McGill.

Mr. and Mrs. E. L. Dodd and Mr. and Mrs. J. E. Justice were at Paris Friday.

Miss Kate Dardin of Hollow Rock spent Sunday in Camden with homefolks.

Mrs. John G. Fry and daughter, Miss Ida, of Bethlehem visited in Camden Saturday.

Miss Margaret Wireback of Lexington was the week-end guests of relatives in Camden.

Miss Sarah Melvin spent the week-end at Cottage Grove, near Nashville, with homefolks.

Mr. and Mrs. A. M. Townsend of Hollow Rock Junction spent Sunday in Camden with relatives.

Mrs. A. V. Bowles visited her sister, Mrs. Lillie Wireback, at Lexington the latter part of the week.

Mrs. E. H. Walker and children of Beaverdam were the week-end guests of her sister, Mrs. Ruby Griggs.

Miss Maggie Madden of near Waverly has been visiting Mrs. Luney Hollingsworth, returning home Sunday.

Mr. and Mrs. Ernest Flowers of Paris spent Sunday in Camden with his parents, Sheriff and Mrs. E. G. Flowers.

Miss Bessie Dobson, who has charge of the school at Hustburg, Humphreys County, spent the week-end with homefolks.

Dr. Homer McGill of Clarksburg was a recent visitor in the homes of his brothers, Dr. W. P. McGill and Alvin S. McGill.

Miss Mary Agnes McGill, who is in school at Russellville, Ky., was called home by the illness of her mother, Mrs. W. P. McGill.

L. L. Hatley attended the annual meeting of the West Tennessee Teachers' Association at Memphis, which was in session Friday and Saturday.

L. W. Coble, a Benton County boy, reared near Sugar Tree, who for the past year has been connected with the Orpheum Theatre at Paducah, Ky., as assistant manager, has resigned to take charge of a theatre in an Oklahoma city. Mr. Coble married Miss Gertrude Miller at Paris October 1, 1920. Mrs. Coble is also a native Benton Countian. Mr. Coble is making good in his chosen profession.

PAUSE AND READ.

All news articles, personals and other items for publication should be handed in or mailed to The Chronicle without delay. Time is required to put them in type. If we fail to receive them at the time of occurrence they may be delayed until the following week and then they cease to be news.

Lengthy articles should be sent in the first of the week. Send in all communications not later than Tuesday. Let us have your advertisements and business notices the first of the week.

If an event of any kind occurs anywhere in the county, say on Friday or Saturday, don't wait until the middle of the week following, but fire it in at once. Just jot down the particulars and send by the first mail.

A little forethought on the part of our friends in and out of town will be appreciated by the editor and publisher. If an important occurrence transpires anywhere in the county after Tuesday, use the telephone (call 4) day or night at our expense.

ADMINISTRATION NOTICE

Notice is hereby given that on 26th day of October, 1922, I qualified as administrator of the estate of D. A. Gossett, deceased, and all parties having claims against said deceased's estate will file same with the Clerk of the County Court of Benton County, within the time required by law, or the same will be forever barred both in law and equity.

This October 26, 1922.

D. B. GOSSETT,
Administrator

ADMINISTRATION NOTICE

In the matter of the administration of the estate of Mrs. Sula Atkins, deceased, the public is hereby notified that upon the 4th day of September, 1922, I qualified in the County Court of Benton County as administratrix of the estate of Mrs. Sula Atkins, deceased. All persons having claims against said estate are hereby notified to file same properly authenticated with the clerk of said court as provided by law.

This October 17, 1922.

Mrs. ALVA JOHNSON,
Administratrix

ADMINISTRATION NOTICE.

Notice is hereby given that on the 28th day of September, 1922, I qualified as Administrator of the estate of I. R. Hicks, deceased, and all parties having claims against said deceased's estate will file same with the Clerk of the County Court of said Benton County, Tennessee, within the time required by law, or same will be forever barred both in law and equity.

This October 2, 1922.

N. B. HICKS,
Administrator

PUBLISHER'S NOTICE.

The Chronicle frequently receives communications for publication without being signed by the writer. We can not publish any items without knowing who wrote them. We ask all correspondents to kindly sign their name, which will not be published unless we are requested to do so.

Mr. and Mrs. W. T. Morris of Nashville visited relatives here the first of the week.

HOW ADVERTISING WORKS

Every merchant is anxious to increase his net annual profit. His success is dependent more on the net annual profit than the profit on each sale. That is the reason the merchant likes to handle a product that is well advertised by the manufacturer. He sells perhaps on less margin of profit, but his net annual profit on an advertised commodity is always greater than on a similar non-advertised product.

If it pays a merchant to handle a product that is well advertised, why doesn't it pay all the more to advertise a product he handles.

Suppose a retail merchant buys an article for 75 cents, and his gross margin of profit is 33 cents on each sale. He sells 400 a year. His annual gross profit would be \$132. But his net profit on this one article for the year may be only \$40, as the balance or \$92 may be the proportion of running expenses charged to the article, such as taxes, rent, insurance, salesman, interest on investment, etc.

Suppose on the other hand the retail merchant advertises the article well. He will sell the advertised article at 75 cents, and his gross margin of profit on each sale will be the same as before, or 33 cents. He will probably sell 800 each year at an annual gross profit of \$264, and an expense of perhaps \$92. Then if the merchant spends the sum of \$35 advertising the article his expense is only \$127, and his gross profit is \$264, leaving a net annual profit of \$137.

The net annual profit on the article when not advertised is \$40 while the net annual profit on the article when advertised is \$137 or a difference of \$97, which amount the merchant loses by not advertising the article. How much does the merchant lose on each article he handles by not advertising the article? The only way to tell is to try out advertising in a systematic and persistent way.

NEWSPAPER A FORUM.

A weekly paper is the property of the community in which it is published, and not an organ in which one or two men air their views. Everyone has or should have, a kind of proprietary interest in it—a personal interest, for it tells of things that vitally affect you. The big daily paper tells stories of affairs of national interest; but the main purpose of a weekly paper is to set forth the happening in its immediate vicinity. The community is as active and as good as the paper in most cases; and the paper is generally as alive and as good as the community which it serves.—Virginia (Calpepper, Va) Star.

Pertinent Question.

"Say, pa."
"Well, my son?"
"I took a walk through the cemetery today and I read the inscriptions on the tombstones."
"Well, what about it?"
"Where are all the wicked people buried?"

A Distinction.

"Does yo' still refuse, sah, to pay me dem two dollars I done loaned yo' de Lawd only knows when?"
"Nussah!" dignifiedly replied Rufus. "I doesn't refuse. I er-refrains."